



VST SHAKTI SAMACHAR

NEWSLETTER FOR THE PERIOD OF : OCTOBER - DECEMBER 2017

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VST SHAKTI 5025R
Branson Tractor



VST SHAKTI 5PR
Power Reaper



SYNOPSIS

From The Editor's Desk

VST - ERUDITE

Mechanics Training - Kerala

Mechanics Training - Karnataka

DSP Training Program - Gujarat

DMS Training Program - Gujarat

IC Soft Training Programs

Farmers Training Program - Kerala

Mechanic Training - Karnataka & Tamil Nadu

VST - RETROSPECTIVE

Demo & Training Program - Nigeria

Demo Program - Odisha

Demo Program - Haryana

Demo Program - Karnataka

Demo Program - Tamil Nadu

Demo Program - Kerala

Demo Program - Madhya Pradesh

Demo Program - Gujarat

Demo Program - Maharashtra

Demo Program - Maharashtra

Demo Program - West Bengal

Door Step Service Camp - West Bengal

Door Step Service Camp - Bihar

Door Step Service Camp - Madhya Pradesh

Free Service Camp - Bihar

Customer Meet - West Bengal

International Trade Fair - France

Krishi Mela - Uttar Pradesh

Kuttanad Karshakolsav - Kerala

Krishi Mela - Karnataka

Agri Fair Kisan Mela - Maharashtra

Agricultural Fair - Gujarat

EIMA Agrimach India - New Delhi

International Exhibition VAIGA - Kerala

Paschimanga Krishi Udyog

Krishi Mela - West Bengal

FROM THE EDITOR'S DESK



Greetings and a warm welcome to VST Shakti Samachar Newsletter for October - December 2017. I am honored to share the contributions of our committed dealers, sales team and all other staff members of VST family. Please read all the pages to see the wonderful contributions and colorful events during October - December 2017. You will find interesting facts and figures about

VST and its dealers in the pages of VST Shakti Samachar Newsletter.

I am pleased to inform that VST received the Best Stall award (Agri Implements - Heavy Category) at the Krishi Mela organized by University of Agriculture Sciences at GKVK campus, Bangalore. It is a proud moment for all of us and I congratulate every member of the team for their efforts to achieve this.

This issue contains the details about trainings, demos, customers/dealers meets and melas organized by VST during the quarter. Please feel free to leave comments and suggestions to share your thoughts.

I appreciate your support and am happy to have you as a reader of VST Shakti Samachar Newsletter.

This is the last quarter of 2017 and I wish all a very happy and prosperous new year 2018.

With thanks and regards,

Abinash Gouda
Branding.

VST - MILESTONES

New Dealer Show Room - Nagaland

MHI - VST 10th Anniversary
Celebration - Karnataka

New Dealer Show Room - Bihar

VST - PR ACTIVITIES

VST - ERUDITE

MECHANICS TRAINING - KERALA

V.S.T. Tillers Tractors Ltd. conducted a training program at Kelappaji Agriculture College of Engineering & Technology, Thavanoor, Malappuram district of Kerala in October 2017. Mr. Renganathan, Mr. Saji and Mr. Satyanarayana trained the mechanics about the working, maintenance and servicing of VST Shakti tractors.



MECHANICS TRAINING - KARNATAKA



V.S.T. Tillers Tractors Ltd. conducted Mita Hydraulic Training program at Bengaluru Training Center in October 2017 for 16 dealer mechanics from all over Karnataka. The mechanics were trained on the working, maintenance and servicing of VST Shakti tractors.



DSP TRAINING PROGRAM - GUJARAT



Two days training program was organized for Gujarat dealers' sales personnel in October 2017. The session topic was "In pursuit of sales excellence". This interactive session was well received by participants. Many fun activities were conducted to increase the team work.



VST - ERUDITE

DMS TRAINING PROGRAM - GUJARAT

Service Department organized DMS training for Gujarat dealers in Ahmadabad in November 2017. Mr. Moinuddin, Sr. Service Engineer delivered the training. 24 participants from Gujarat attended the training.



IC SOFT TRAINING PROGRAMS

IC Soft training programs were conducted at different parts of India during October and November 2017 for dealers' service managers.

At Bengaluru, Karnataka



At Pune, Maharashtra



At Aurangabad, Maharashtra



VST - ERUDITE

FARMERS TRAINING PROGRAM - KERALA

Farmers training program was conducted to selected farmers at Pattanakad in Alleppey district during December 2017. Mr. Saji C. T. conducted the training to progressive farmers in coordination with Axe Alappuzha district, Kerala.



MECHANIC TRAINING - KARNATAKA & TAMIL NADU

M/s. Sri Raja Agri Tech, Shivmoga organized a visit for freelance mechanics, dealers mechanic and dealer team to VST plants at Bengaluru and Hosur in December 2017.



VST - RETROSPECTIVE

DEMO & TRAINING PROGRAM - NIGERIA

VST executive, Mr. Benudhar Mohanty visited Katsina in Nigeria in October 2017 to provide training and demonstration on usage and benefits of VST Shakti Power Tiller to the dealers in Katsina as part of service initiatives. The session was well received and VST showcased VST Shakti Power Tiller to the distinguished delegates of government of Katsina, Nigeria.



DEMO PROGRAM - ODISHA

Organized a Demo of power tiller with post hole digger attachment at RSO Cuttack, Odisha for horticulture crop use in October 2017.



DEMO PROGRAM - HARYANA

M/s. Moorti Tractors, Faridabad organized a field demonstration for VST Shakti 224-1D tractor with rotary attachment in Panheda village, Faridabad, Haryana in November 2017.



VST - RETROSPECTIVE

DEMO PROGRAM - KARNATAKA

A demonstration program of 22 HP tractor with reverse rotary attachment was conducted in sugarcane crop fields at Mandya district of Karnataka in November 2017. Many sugarcane farmers, NSL sugarcane industry members, foreign delegates, and Praxi Max members attended the demo program.



DEMO PROGRAM - TAMIL NADU



M/s. Sri Sakthivel Enterprises, Tuticorin, Tamil Nadu organized a demonstration program at Eral village for 22 HP Tractor with Reverse Rotary in November 2017.



DEMO PROGRAM - KERALA



V.S.T. Tillers Tractors Ltd. conducted demo programs in paddy fields at Manippuzha, Nalkavala & Kidangoor villages of Kottayam district, Kerala. The working of the 22HP tractor with rotary and cage wheel attachment was demonstrated during the programs which was held in November 2017.



VST - RETROSPECTIVE

DEMO PROGRAM - MADHYA PRADESH

M/s. Samarth Tillers Tractors organized a demonstration program of 27HP Viraat Tractor with seed drill attachment for sowing dollar channa (a type of gram) at Anjad village of Madhya Pradesh in November 2017.



DEMO PROGRAM - GUJARAT



M/s. Akshar Motors organized a demo for reversible MB plough with 18.5HP JAI model at Talaja, Gujarat in December 2017.



DEMO PROGRAM - MAHARASHTRA



M/s. Shri Tractors organized a demonstration for VST tractor with reverse rotary attachment in Shikarapur, Maharashtra in November 2017.



VST - RETROSPECTIVE

DEMO PROGRAM - MAHARASHTRA

2 day multi implement demonstration was held by M/s. Olam Agro India Pvt. Ltd, at Hemras Sugar Mill, Rajgoli, Chandgad Taluk, Kolhapur District, Maharashtra in December 2017 that was attended by many customers. The demonstrations were done with 27HP Viraat Plus tractor. The implements used were khalsa sprayer, sub soiler, sugar cane planter, reverse rotary, MB plough, ratoon manger and 900 mm rotary. The farmers who attended the demo were amazed to see a small HP tractor perform so well with all the heavy implements and all the farmers and sugar factory team members were satisfied with the tractor performance.



DEMO PROGRAM - WEST BENGAL

M/s. S. D. Enterprises organized field demonstration programs along with operation & installation training for VST Shakti power reaper to the farmers at Bakul, Birbhum, Motipur and Gournagar villages of West Bengal in November 2017.



VST - RETROSPECTIVE

DOOR STEP SERVICE CAMP - WEST BENGAL

M/s. Bhagirathi Agro organized door step service camp for reaper at Murshidabad, West Bengal in October 2017.



DOOR STEP SERVICE CAMP - BIHAR



Reaper door step service camp was conducted at Aurangabad, Bihar under M/s. Shiv Shakti Traders in October 2017.



DOOR STEP SERVICE CAMP - MADHYA PRADESH



M/s. Ma Narmada Krishi Sewa sanawad, Madhya Pradesh conducted free service camp at their workshop exclusively for tractors in November 2017.



VST - RETROSPECTIVE

FREE SERVICE CAMP - BIHAR

Free service camp conducted at M/s. Agri Line Trace and Tools, Samastipur, Bihar exclusively for tractors in November 2017.



CUSTOMER MEET - WEST BENGAL

M/s. Paul Machinery conducted a Customer meet at Chakdah, West Bengal in November. Many customers, ADA, block level officers attended the meet.



VST - RETROSPECTIVE

INTERNATIONAL TRADE FAIR - FRANCE

VST International European brand MITTRA participated in the International Trade Fair conducted in France in October 2017. Various ranges of MITTRA products were displayed at the fair.



KRISHI MELA - UTTAR PRADESH



Krishi Mela was organized at Krishi Bhawan, Lucknow, Uttar Pradesh in the month of October 2017. M/s. Abhinav Enterprises participated in the mela representing V.S.T. Tillers Tractors Ltd. and displayed VST Power Tiller, Power reaper and Rotary Tiller at the event.



KUTTANAD KARSHAKOLSAV - KERALA



Participated in an exhibition cum seminar named KUTTANAD KARSHAKOLSAV 2017 at Rice research station, Mankombu, Alappuzha district in Kerala with Raidco Alappuzha branch in October 2017.



VST - RETROSPECTIVE

KRISHI MELA - KARNATAKA

VST Tillers Tractors Ltd. is pleased to inform that the Best Stall award (Agri Implements - Heavy Category) at the Krishi Mela was awarded to VST. University of Agriculture Sciences organised this event at GKVK campus, Bengaluru. It's a proud moment for all of us and we congratulate each member of the team for their best efforts. New VST Shakti Branson 47 HP tractor, America's most popular tractor brand was introduced and launched at Krishi Mela, GKVK, Bangalore. Along with this, many other VST Shakti products were showcased at the event held in November 2017. Mr. B. C. S. Iyengar had attended the event and Mr. T. P Rao - Director (SRFM-TTI) had visited our stall at the event.



AGRI FAIR KISAN MELA - MAHARASHTRA

M/s. Shiv Shakti Traders, Aurangabad participated in Agri fair Kisan Mela organized by District Agri Officer and govt officials at Aurangabad, Maharashtra in November 2017.



AGRICULTURAL FAIR - GUJARAT

M/s. Kishan Tractor, Keshod, Junagadh district of Gujarat participated in a local level agricultural fair where many rural people assemble, for the promotion of 130DI and 135DI power tillers in October 2017.



VST - RETROSPECTIVE

EIMA AGRIMACH INDIA - NEW DELHI

EIMA Agrimach India 2017 is an important trade show in India on agricultural machinery. World's leading companies in the industry showcase their innovations and developments. The show was held at New Delhi in December 2017 with the support of Ministry of Agriculture & Farmers Welfare, Government of India. This trade show provides an opportunity to the participants to interact with the nation's policy makers, other dignitaries and delegates. V.S.T. Tillers Tractors Ltd. participated and displayed the VST Shakti product range including the newly introduced VST Shakti Branson tractor that is the first in the large tractor category from VST. Mr. Chandramouli Sharma, Senior Vice President, Mr. Jujhar Singh Virk, Vice President and other senior executives from V.S.T. Tillers Tractors Ltd. attended the trade show.



INTERNATIONAL EXHIBITION VAIGA - KERALA



Members from VST and KP Enterprises, Pallikkal participated in the International Exhibition VAIGA held at Agricultural University, Vellanikkara at Trichur, Kerala in December 2017. Honorable Governor of Kerala government inaugurated the exhibition.



PASCHIMBANGA KRISHI UDYOG KRISHI MELA - WEST BENGAL



Paschimbanga Krishi Udyog Krishi Mela was held at Coochbehar, Murshidabad, West Bengal during December 2017. VST dealer M/s. Bhagirathi Agro participated in the Krishi Mela



VST - MILESTONES

NEW DEALER SHOW ROOM - NAGALAND

TV & Co. opening ceremony at Kohima, Nagaland was conducted in October 2017. The director, Commissioner and senior officials of Agriculture department of Nagaland attended function.



MHI - VST 10TH ANNIVERSARY CELEBRATION - KARNATAKA

Mitsubishi Heavy Industries - VST Diesel Engines Private Ltd. celebrated its 10th anniversary at the Radisson Blu Plaza Hotel at Mysuru, Karnataka in November 2017. Mr. Katsuhiko Yoshida from Mitsubishi Heavy Industries and Mr. V. P. Mahendra, Vice Chairman & Managing Director, V.S.T. Tillers Tractors Ltd. also attended the function.



NEW DEALER SHOW ROOM - BIHAR

M/s. Balaji Matrix Holdings, a new dealership, was inaugurated in Buxar, Bihar in November 2017.



[in /company/vst-tillers](https://www.linkedin.com/company/vst-tillers)